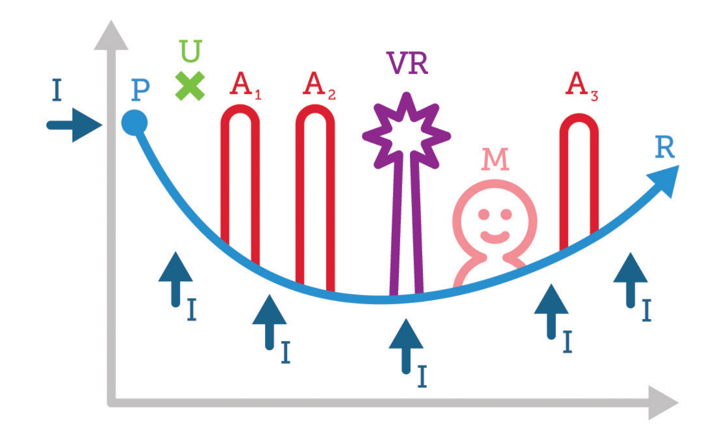
The most Important Graph in the World

...and how it will change your life!



Tony Buzan

with Jennifer Goddard & Jorge Castañeda



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To my beloved mum, Jean Buzan, who lived a Von Restorff of a life!

Contents

The Prime Executive Summary

The Most Important Graph in the World is an eye-opening and energising book for anyone curious about that all-important universal subject – the mind and how to make best use of its learning powers. It transforms the traditionally dry and arid representation of Hermann Ebbinghaus's's[1] work on Memory and Recall During Learning into a vivid and vibrant 'Formula For Life' that is applicable, in multiple ways, to every aspect of personal, family, professional, community and global life.

The Most Important Graph in the World introduces 7.5 new **'Laws of Memory and Behaviour'**:

1. **The Primacy Effect** – an Effect that shows that we remember, other things being equal, the information at the *beginning* of a learning experience.
2. **The Recency Effect** – an Effect that shows that we remember, other things being equal, the information at the *end* of a learning experience.
3. **The Von Restorff/Imagination Effect** – an Effect that shows that we remember, other things being equal, anything which is **outstanding, different or unique**. (Worth an extra 0.5)
4. **The Association Effect** – an Effect that shows that we remember, other things being equal, whatever is linked or connected, especially to ourselves and our own worlds.
5. **The Understanding and Misunderstanding Effect** – this Effect demonstrates that it is possible to remember 'accurately' that which never happened. This relates to the brain's phenomenal ability to imagine, daydream, create and associate. An awareness of this effect leads to a deeper understanding of the nature of understanding and misunderstanding.
6. **The Interest Effect** – Interest is like a sleeping giant. When it is awakened, it is as if a massive turbine has been switched on in your brain and all Learning, Thinking, Memory and Creativity improve in one immediate, giant leap.
7. **The Effect of Meaning** – Meaning and insight become part of the memory and learning process as your brain takes in bits of information and pieces them together to create a holistic picture.

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1 Ebbinghaus Hermann (1913), Memory: A Contribution to Experimental Psychology, Teachers College, Columbia University (originally published in German in 1885)

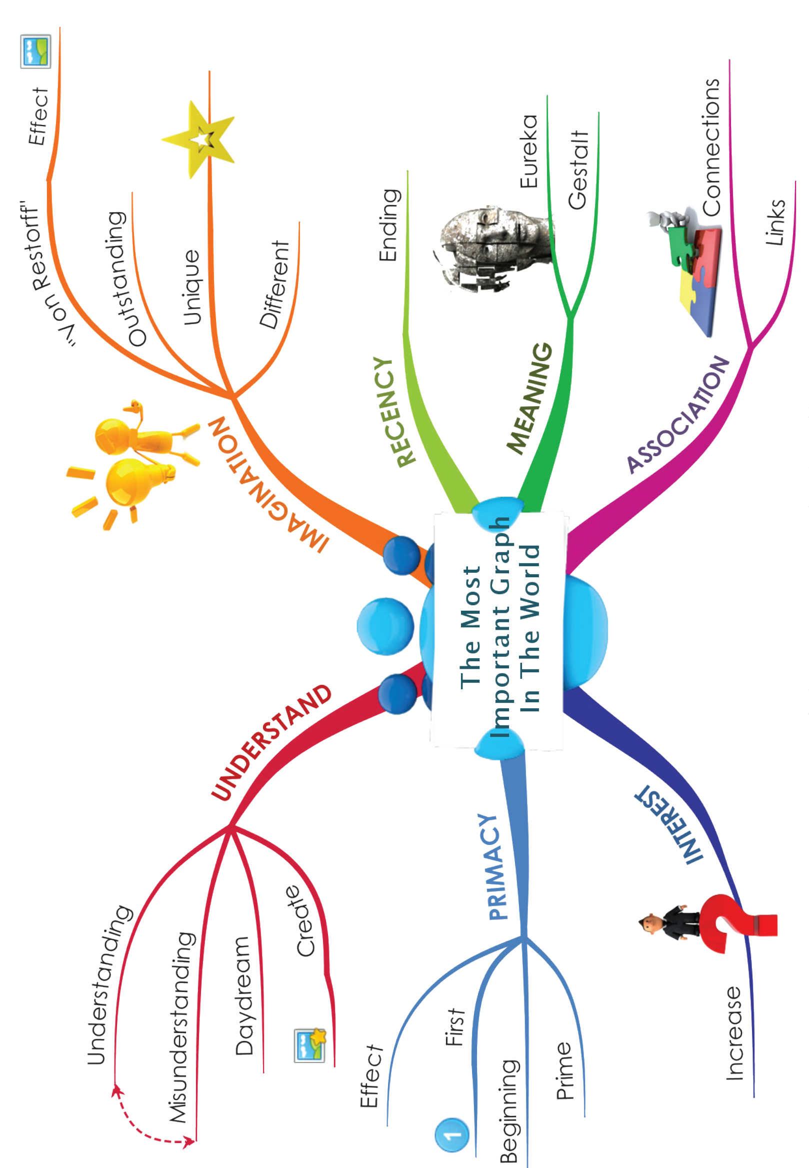
A deeper and in-depth analysis of this confirms Leonardo da Vinci's assertion that *"everything in some way connects to everything else"*. This then leads to profound insights into the potential of human creativity and the brain, and of the future probabilities for survival of the Human Race.

The Most Important Graph in the World is a book that can truthfully claim to do the following:

- Reveal the secrets of all the great memory systems ever used by the world's multiplicitous societies, as well as the secrets of Grandmasters of Memory, National Memory Champions and World Memory Champions.
- Uncover the secret formulas that people such as USA President Barack Obama and Richard Branson have used to make themselves successful.
- Explain the secret essences of Creativity and how to unleash this infinitely potent force.
- Give insight into the world's greatest all-round genius, Leonardo da Vinci, his thinking, and how you can learn to think like him.
- Explain the theoretical foundation for the use of Mind Maps, why they are so powerful and why they can be applied to *all* thinking tasks.
- Provide new, exciting and profoundly important research that confirms the rhythms of your memory.
- Offer new insights into *Learning How to Learn* and explanations of how these insights can be applied to all the world's educational systems.
- Guide you in creating a meaningful, colourful, memorable and healthy life.
- Give you the full formula for successful and persuasive communication in verbal presentations, training, writing of all kinds, and even in dealing with animals.
- Let you know *precisely* when to bring things to an end.
- Provide new perspectives on PR and marketing.
- Help you raise your Social and Emotional IQ.
- Turn 'time management' on its head!
- Equip you with general life skills, including organising and parenting.

And those are just *some* of the guarantees that this book provides.

The Most Important Graph in the World will change both your perspectives on life *and* your life!



Overview of The Most Important Graph in the World

Foreword

by Bill Jarrard, Mindwerx International

As a young teenager, I recall my father telling me things like "You only get one chance to make a first impression, so make it a good one", and later as I worked part-time during school holidays he would say "figure out what works and keep doing it" and "don't be afraid to stand out".

I won my first speech competition with the Optimist Club when I was 14, and even then the old adage "tell them what you're going to tell them, tell them, then tell them what you told them" was strongly imprinted in the approach I learnt from my Toastmaster teachers.

As I worked in various countries and industries, eventually becoming a senior executive, I had the privilege to work with a range of mentors who shared their strategies for success, including "try to see the big picture, but remember the devil's in the detail", "deliver a great service, then leave them wanting more", and "make it about them and they'll always invite you back".

All of these lessons have served me well over the last 45 years, but what I didn't realise until just a few years ago was that each of these lessons touched on one or more of the powerful principles embodied and consolidated in The Most Important Graph In The World.

I remember the exact day it happened. Jennifer and I had organised for Tony Buzan to speak to a group of about 120 professional speakers at a National Speakers Association of Australia meeting. It was only the second time we had invited Tony to tour Australia with us as the Buzan Centre Australia/NZ and he and I didn't know each other as well as we do now.

Tony had started his presentation well, but it was apparent about five minutes into it that the audience was looking for something extra special and, spotting this himself, Tony turned to me and quietly said, "I'll do The Most Important Graph In The World". He started with his word memory test and then debriefed it using The Most Important Graph to explain Primacy, Recency, Von Restorff and all the memory principles embodied

there.

Soon enough, it was clear that the audience of professional speakers were now getting the 'something special' they wanted. They hung on every word, easily relating how the memory and memorability principles Tony was sharing could make them even more successful presenters. I watched in delight as he proved again that he is one of the best speakers in the world, but I was even more delighted because the full power of The Most Important Graph was now firmly planted in my own understanding – so I could also share it with others.

Ten years later, and a few hours after I had a look through a very early draft of this book, Tony asked me what I thought of it. We were sitting in the lounge at his hotel overlooking Sydney Harbour, where he and my partner Jennifer Goddard had been working all day, and my response was instant – I told him I believed this book was both significant and important.

Even with only the table of contents and about 60 odd pages written it was clear that in this work Tony was capturing something profound, and now that it is complete, **The Most Important Graph** exceeds my expectations, and I am sure it will have a significant impact on everyone who reads it.

Of course graphs have always been a significant tool for creating value. Every business monitors its performance with a range of graphs, doctors watch graphs carefully when a patient is undergoing surgery, and anyone seeking to improve in any way will ultimately chart a graph to see how they are progressing. Graphs are vital to success, and The Most Important Graph is the ultimate success graph.

The Most Important Graph lies at the heart of so much that is important – it simply is the secret to success. It represents memory and how memory works, and once truly appreciated, it empowers you to be successful in many different ways. Tony's early work in the field of memory, his understanding of memory principles including Primacy, Recency, Von Restorff, Repetition and Gestalt – all under the influence of Association and Imagination, are beautifully encapsulated in this simple graph.

And like so many things, it is its simplicity that gives it power – power to help anyone be more successful.

The Most Important Graph gives you everything you need to deliver a fabulous presentation, develop powerful marketing messages, bring clients to your door, draw support and donations to your cause, accelerate your career, get you the job you want, become a top sales person, become a respected leader, be a better teacher, coach or trainer, and much more.

The Most Important Graph also shows you how you learn and why sometimes you aren't learning as fast or as well as you would like, but it then leads you to take action to become a better learner. By applying the memory principles elegantly demonstrated in The Most Important Graph, you learn how to learn; enabling you to take more information in, understand it better, recall it more completely, and then most importantly develop it into your own unique ideas. The graph even shows you how to impart your developing genius in more memorable ways.

The Most Important Graph also makes the connection between memory and creativity, a vital skill today for everyone. My own focus is around helping people to think more creatively, to solve problems, to improve processes, to develop new strategies, products and services, and to simply be more successful. Creativity is about seeing things differently, from new and changing perspectives, and by understanding memory and how it works, anyone can make stronger, faster, and more dynamic connections – the hallmark of creativity.

The Most Important Graph explains how great achievers have accomplished so much or made such a powerful impact. Take the Primacy principle for example – that is, people remember more of the first things they hear or see. Malcolm Gladwell describes this in his book *Blink*, and my father, like so many before and since, said it simply as 'first impressions are seriously important'.

Or consider the Recency principle that says we also remember more of the last things we see or hear. We all remember the last date we went on, the last party we went to, or the last person we met, so the advice to "leave them wanting more" now makes perfect sense. What is the memory you leave others with?

Hedwig Von Restorff[2] gave us the Von Restorff effect from her study of memory, which says that something that is distinctive, that truly stands

2 Von Restorff, Hedwig (1933), 'Uber die Wirkung von Bereichsbildungen im Spurenfield (The Effects of Field Formation in the Trace Field)', Psychologie Forschung, 18, pp. 299-342

out, or is somehow highlighted becomes more memorable. So the idea of "being seen to be different" and to "stand out from the crowd", as Dad used to say, fits so well with The Most Important Graph success formula. Perhaps Salvador Dali said it best – "Life is too short to remain unnoticed".

The repeating of key themes or points in a speech, essay, article or book is a well-known and basic approach to locking these into the audience's memory. Repetition is a rule for creating change. As a mentor of mine said many years ago, "you need to tell them 21 times to make them hear you, and then they need to do it 21 times to make it a new habit". So for many years the speech maker's creed of "tell them what you're going to tell them, tell them, then tell them what you told them" has followed this memory principle.

Gestalt is, in part, the understanding of wholeness, or seeing the holistic or big picture, with the ability of the brain to actually fill in the 'gaps' of information being presented. In memory theory this allows us to see and associate 'bits' of information and deduce the full picture, but as The Most Important Graph explains it can also create false memories.

In all of Tony's work, and embodied in The Most Important Graph, we also see the importance of Association and Imagination as key memory principles that almost overlay the other memory principles. These are based on the brain research and study of how the mind works that Tony has conducted, and he brings together all these principles, talked about in so many ways for many years, into one simple-to-understand diagram and book.

The Most Important Graph also explains and gives extra support to much of Tony's previously published work. As he'll show you, the graph is the basis for his best known creation, the Mind Map, now used by an estimated 250 million people worldwide.

It was from the study of memory that Tony developed Mind Maps. A Mind Map has primacy from the central image to the initial impact when you first see a new one. Mind Maps have recency, because they stick in your mind and the end branches show all the details you need to recall.

Mind Maps have flow, association and imagination integrated into their basic structure; they repeat key messages with images, colours, coding and more. And finally the connecting nature of key words and images helps the

creator and the viewer fill in all the blanks to appreciate the full picture.

The Most Important Graph beautifully explains why Mind Maps are the most effective thought organising and memory tool available, and goes on to show you how to be more successful in every aspect of your life. So Tony has done us another great service by giving us both the Mind Map and The Most Important Graph.

The Most Important Graph is a must read book – but only if you want to be more successful.

Bill Jarrard
Managing Director, Mindwerx International
Queensland, Australia
January 2012



Background

While studying at University in the early 1960's, I became very interested in Psychology and particularly, in the psychology of memory. During those years we were expected to memorise the subject material and regurgitate it back on exam papers.

Application was not considered at all.

I was particularly impressed by the results of the studies of Hermann Ebbinghaus and Hedwig Von Restorff, and ended up lecturing on them to first year Psychology students in 'Psych 101'.

One day I entered the class in order to lecture on the subject 'Recall During Learning'. I had my normal lecturer's notes in standard linear, verbal and monochromatic form. I began the traditional monotonic drone:

"Good morning. Today we are going to consider the very interesting topic of Recall During Learning and to cover six main factors within this area of the psychology of memory. The first factor is known as the primacy effect, which is an effect which was first that the human brain, during a learning period, other things being equal, will tend to remember things that will occur in the said learning effect. Got that? I'll repeat it to make sure…"

And on I droned, boring myself to distraction as my poor students, also bored to distraction, dutifully and robotically transcribed word for word, in their own monochromatic verbal form, everything that I was saying.

What next occurred was for me, a shocking realisation that transformed my life. I realised I was teaching my students about recall and memory during learning *in a way that was specifically tailored to have them forget everything I said about Memory!*

I left the lesson with a tectonic shift having taken place in my own thinking.

I realised that everything I was practicing in my teaching and lecturing was *diametrically opposed* to the principles of memory I was supposed to be teaching.

My 'medium' was the *opposite* of my 'message'. My medium was a brilliant aid to forgetting!

So what did I do? I began to apply the principles of the Recall During Learning graph to my lectures. To my delight, my students began to enjoy my presentations more and, significantly, so did I!

The next step in this fascinating application of the Recall During Learning graph's principles, was to direct them towards an in-depth analysis of my note taking.

As with my presentations, I found that my note taking method was perfectly antipodal (direct opposite) to the principles of recall, learning and memory. As a result of this realisation, and over time, the Recall During Learning graph became the underpinning theory for my development of Mind Maps.

As I travelled the world I would ask audiences what troubles they had using their brain. No matter what age or location, their two main problems were Memory and Concentration – Memory being the main problem.

This global problem was mentioned by audiences from 10 to 10,000. If I asked them *"Who has a problem with Memory?"* almost 100% would raise their hands.

In parallel with this, I had been playing Chess and other Mind Sports and one day I had an epiphany.

I realised there were competitions around the world for almost everything – Soccer, Badminton, Checkers, Drafts, Chess, Racing, Running, Jumping, Lifting, Pushing, Pulling, Tiddly Winks, Fingernail Growing, Hamburger Eating. You name it, there was a World Competition for it.

EXCEPT the most important cognitive function on the planet – Memory!

How absurd! The most important brain function – Memory – had been totally neglected. I was determined that I would make Memory a global

Mind Sport.

Eventually with Chess Grand Master Raymond Keene, OBE, I founded the World Memory Championships in London in 1991. The World Memory Championships is fundamentally and deeply inspired by the Most Important Graph in the World.

Over the years I worked with the World Memory Sports Council, which we founded, to make Memory the wonderful sport it needed to be and developed a number of International, National and Local Competitions.

As you read through this charter, you will understand the magnificence and importance of Memory. And you are strongly encouraged to join in the World Memory Championships and the national and local competitions.

As Mind Maps became a global phenomenon, the Recall During Learning graph and its application grew in significance. It became obvious to me that for the human brain and the development and nurturing of its potential, this truly was 'The Most Important Graph in the World'.

The book you now hold in your hands is the result of 50 years of research and development, and input in my lectures and correspondences from hundreds of thousands of people around the world.

I am sure that it will have as positive an impact on your own life as it has had on mine.

Tony Buzan
January 2012

PART 1

'GETTING' THE GRAPH



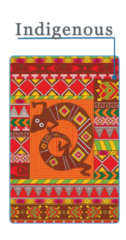
01

Introduction: The Beginning of an Adventure that Will Change Your Life

The Age in which we are

What Age do you think we are in now?

Indigenous



To help you make your decision, it is traditionally considered that after the indigenous, aboriginal, and local flowerings of culture, the first global 'Revolution of the Mind' was the Agricultural revolution which started between 5–10,000 years ago.

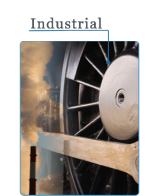
Agricultural

During that time we thought, primarily, *agriculturally*.

Children were educated to be labourers.

The Agricultural Revolution was then superseded, a few hundred years ago, by the Industrial Revolution.

Industrial



During that time we thought, primarily, *industrially.*

Children were once again educated to be labourers in the industrial-military complex.

So, in this context, what Age do you think we are in *now*?

Write your thoughts in the space below:

The most common answers to this question are:

- Information
- Technological
- Computer
- Digital
- The last!

If we are in the Information/Technological/Computer Age, we will think *informationally* and *technologically*, and children will be taught to be information technologists. If we are in this Age then such thinking and education will be appropriate. However, if we think we are in this Age but are *not*, then such thinking and education will be inappropriate.

As many as 90% of people believe we are in this Age, and thus the world is currently thinking predominantly in the Information/Technological mode.

We are not in the Information Age!

The Information Age gave us many wonderful gifts including the television, computers, new medical equipment and the World Wide Web. It also provided us with the greatest cause of global stress the planet has ever known: Information Overload.

To deal with Information Overload, the human brain devised the next revolution of the mind: the Knowledge Age. In this Age information was clustered into meaningful chunks in order to try to contain and manage the increasing tsunami of data. This Age gave rise to such new concepts as Knowledge Management, and such new positions in national and multi-national businesses and governments as Knowledge Manager and, on many Boards, Director of Knowledge Management.

It should be observed at this point that every Age that is superseded by a new Age still remains with us. The Agricultural, Industrial and Information Ages are and will always remain a part of our societies.

In the Knowledge Age we thought *knowledgably.*

Children were taught to become Knowledge Workers.

Recently in Singapore, a number of Directors of Knowledge Management

came together and announced that Knowledge Management was not working as well as had been anticipated and hoped. Why?

Because there is something *far* more important to manage than knowledge. In the space below, write your own thoughts on what you think is far more important:

Most common responses to this question include:

- Time
- Other People
- Money
- Knowledge
- Environment
- Kids

May I respectively submit that what is far more important to manage than knowledge, is to manage the *manager* of that knowledge.

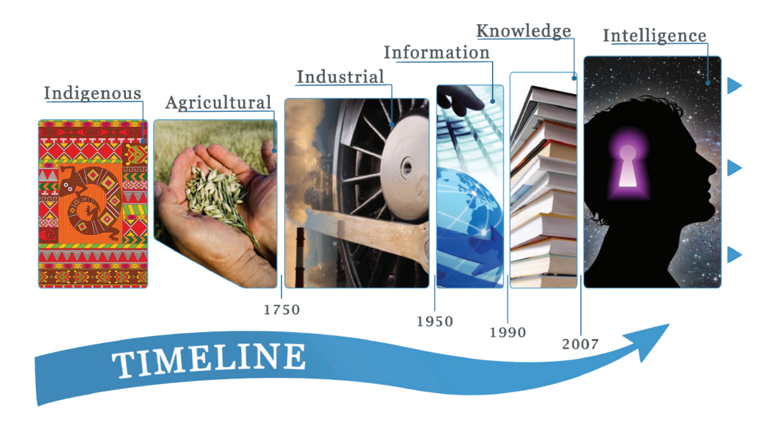
And what is the manager of that knowledge?

Your Brain!

Your brain manages knowledge by the use and application of its multiple intelligences. We are thus now entering the Age of *Intelligence*.

This fact was confirmed at the 14th International Conference on Thinking (2009) by the Minister of Higher Education, Malaysia, by Professors Edward de Bono and Howard Gardner, by myself, and by the 2,000 international delegates of that conference.

In the Age of Intelligence we will think (at last!) *Intelligently*.



In this new and dawning Age, children of all ages will and are beginning to be taught to become Intelligence Workers by becoming Mentally Literate – focusing on creativity and innovation, communication, service, learning how to learn, memory, ethics, self-management, mindfulness, full use of our cognitive skills, and all forms of thinking including analytical, strategic, lateral, creative, meta- and radiant.

Mental literacy will be defined as being similar to normal verbal literacy and numerical literacy.

- **Verbal literacy** means understanding the alphabet of letters, words and language and being able to juggle with those appropriately.
- **Numerical literacy** means understanding the alphabet of numbers and being able to juggle with the infinite combinations of those.
- **Mental literacy** means understanding the alphabet of the brain's physical structures and that of the brain's cognitive and learning functions.

The Most Important Graph in the World (also referred to in this book as the 'MIG') contains vast amounts of significant information to enlighten you on the alphabet of your brain's cognitive, behavioural and learning functions.

In this new Age, therefore, we will think intelligently about the matters of the previous changes:

- Intelligently about knowledge;
- Intelligently about communication and technology;
- Intelligently about agriculture and the environment.

It is the Age about which Utopian Visionaries have been dreaming since the Human Race began.

What follows in this book is a scientific explanation and exploration that will illuminate for you vital elements and ingredients that make up what is collectively known as your memory.

This will enable you to think about, use and manage your memory intelligently and to your advantage.

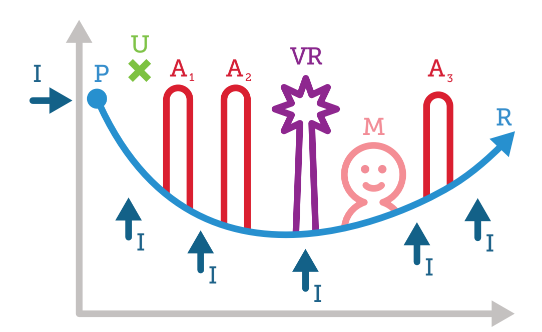
Don't let your memory (or lack of) manage you – *you* manage it!

The Most Important Graph in the World is a book designed specifically to help you think intelligently about your intelligences, and to open up new possibilities for managing yourself and your own life in a way that will help you to realise your achievable dreams.

This also applies to situations you may find yourself in – such as a leader, business person, professional, member of the community, and parent.

Let the journey begin!

The Most Important Graph in the World



The graph you see before you is the *Recall During Learning* graph which I consider to be *'The Most Important Graph in the World'* as it will provoke you to think about yourself, your thinking, your conduct and about your self development from this moment on, and for the rest of your life.

I guarantee it will change your behaviour!

Why?

- This graph will shed new light on time management and new light on the more important subject of self-management; intelligently managing your intelligence in the Age of Intelligence.
- This graph is the basis for creative thinking, the elements of creativity and its processes. When you know this graph intimately, you will have your own beacon for the development of your creative genius.
- This graph is the foundation for *all* global memory systems, and the famous mnemonic systems of the Greeks. It is on the basis of this graph that the Grand Masters of Memory achieve their grandmaster-ship.
- This graph gives you the guidelines for exploring and developing your Social Intelligence.
- This graph gives you the guidelines for creating and living a meaningful, successful and memorable life.
- This graph is a blueprint for good parenting.
- This graph is the correct formula for *any* good communication, including presentations, writing of any sort, negotiation, coaching and teaching.
- This graph will help you understand the processes of understanding as well as the processes of misunderstanding and how to convert them to understanding.
- This graph is a stress-reduction mechanism.
- This graph is a reflection of the rhythms of your intelligence.
- This graph is also the main theoretical foundation and basis from which I created Mind Maps. When you understand this graph, you will understand *why* Mind Maps work, and therefore the multiplicity of areas in which Mind Maps can be applied.

The Test - Prove it for yourself

Apart from all the above, this graph is the result of the memory test you are about to take! It accurately predicts what your brain will do during the test. If it can predict this, it can also predict your intelligent behaviour, thus allowing you to manage it to your advantage.

In this Memory Test you will be given a list of words. Your task is to remember whatever you can while reading each word only once. This

test has been designed to be too long for you to remember them all, unless you are a Grand Master of Memory. So don't worry about getting a perfect score. You are not going to be judged on how many you are able to remember. What is important for you is to remember whatever you can, regardless of how many.

If you remember one word, that is fine. Whatever you can remember, remember. As you do this, think about what your brain is thinking, how it is feeling and what approaches it takes in trying to remember.

When you have finished reading the list once, note whatever words you can remember without referring to the list again.

After this, I shall go through the results with you.

Here comes the list. Begin now to read it at your normal speed, looking at each word only once:

house
floor
wall
glass
ceiling
roof
sky
tree
sun
road
shoe
bus
watch
and
of
the
and

of
the
bag
rope
Muhammad Ali
colour
coat
and
of
the
flower
orange
dog
finger
fire
pain
cat

Test Questions and Analysis

I am now going to ask you a number of questions about what you remember, give you the global average responses to these questions, and give you the Memory Law that arises from those responses. I am then going to ask you to think about the application of each law to the improvement of every aspect and domain of your life.

The remainder of **The Most Important Graph in the World** will be devoted to exploring the many, many applications of the Recall During Learning graph helping to shed light on why it is The Most Important Graph in the World!

Question 1.

Can you remember the first, second, third, fourth, fifth, sixth, seventh, eighth and ninth words?

Write them down in the space provided:

Most people remember the first two, three or four, after which there is a decline, six and seven being where most people's memories fracture into forgetting. As the number of words increases, so the ability to recall them decreases. It is an inverse relationship. (Nine words puts you in the top .01% of memorisers, and qualifies you as a candidate for National and World Memory Championship competitions!)

If you look at The Most Important Graph in the World (The MIG) you will now understand that the graph is a graph of **Recall During Learning**, with the vertical axis indicating the amount recalled and the horizontal axis indicating the time of the learning period from where learning starts to where learning ends.



The curve indicates a prime memory law known as the **Primacy Effect**.

The Primacy Effect shows that the brain remembers better, all things being equal, things from the *beginning* of a learning period.

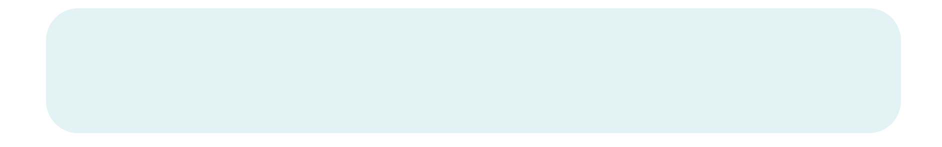
Ask yourself "*so what?*" and begin to think about the significance of this fact to your own life and the lives of other people.

See Chapter 2 **'First Impressions Count: The Primacy of Primacy'** for more primacies on primacy.

Question 2.

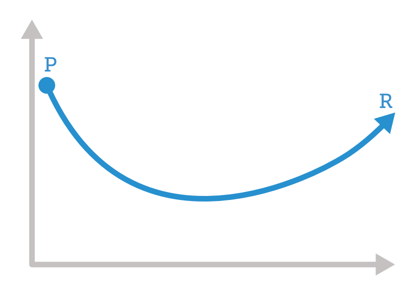
Can you remember the last word, the second to last word, the third to last word, the fourth to last word, the fifth to last word and the sixth to last word?

If so, write them down now:



Most people remember usually, only the last word and two or three of the last six, after which there is an almost total falling off 'the cliff edge' into forgetting. As the number of words increases backwards from the last one, so the ability to recall them decreases. It is an inverse relationship.

The last part of the curve indicates your second prime memory law: the **Recency Effect**.



The Recency Effect shows that the brain remembers better, other things being equal, things from the end of a learning period.

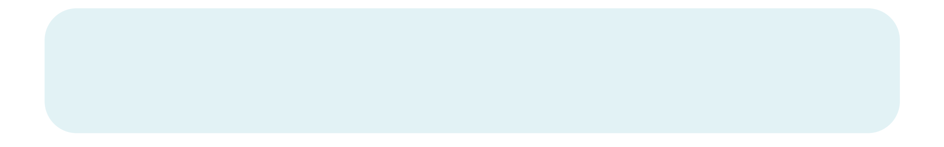
Again, ask yourself "*so what?*" and begin to think about the significance of this fact to your and other people's lives.

Chapter 3 on **'Recency Rules!'**, explains how you can put this vital law into many aspects of your life.

Question 3.

Do you remember anything that was very different from all the other words in the list and that stood out from them?

If so, write it down now:

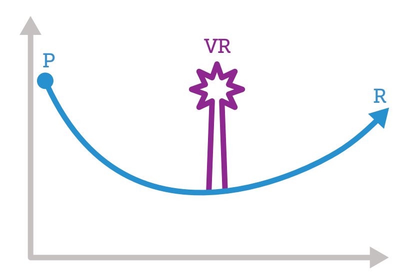


Most people (and that is nearly everyone) remembers 'Muhammad Ali'.

Why? Because it is a multisensory image that stands out from the rest.

The starburst indicates your third Prime Memory law: the **Von Restorff Effect**, which is based on your Imagination.

The Von Restorff Effect shows that the brain remembers things that stand out *during* the learning period.



Again, ask yourself *"so what?"* and begin to think about the significance of this fact to your life and the lives of other people.

Chapter 4 entitled **'POW! The Von Restorff Effect'** delves deep into this unique principle.

Question 4.

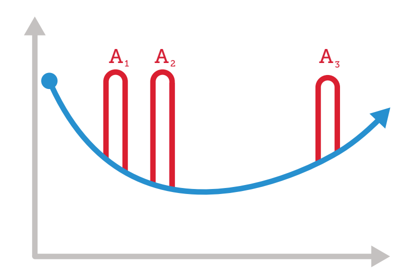
Do you remember any words that were repeated?

If so, write them down now:

Most people (and that is again nearly everyone) remember *"and, of, the"*.

Why? Because, the words were repeated and thus *Associated* with themselves, forming stronger bonds in your memory.

The vertical loops on the curve indicate your fourth Prime Memory law: the **Association Effect**, which is based on your brain's ability to make connections.



The Association Effect shows that your brain remembers things that form connections during the learning period.

Again, ask yourself *"so what?"* and begin to think about the significance of this fact to your and other people's lives.

Chapters 5 **"The Human Language: Imagination and Association"** and 7 **'Falling in Love with Mnemosyne'** will shed more light on this.

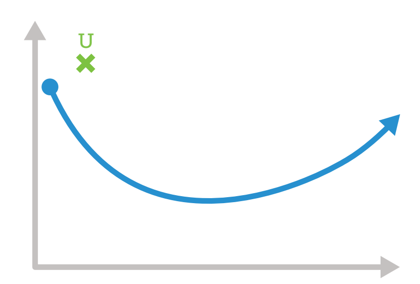
Question 5.

The following is a new list of words. Tick the box next to each word you think was included in the original list:

- ☐ cat
- ☐ the
- ☐ pain
- ☐ tiger
- ☐ watch
- ☐ moon
- ☐ rabbit
- ☐ house
- ☐ floor
- ☐ wall
- ☐ window
- ☐ ceiling

Surprisingly many people 'recall' words that were not in the original list! These include tiger, moon, rabbit and window. See if you can work out why.

The clue lies in the fact that the results of the answer to this question underscores another Memory Principle, the understanding of understanding and misunderstanding.



The X on the curve indicates your fifth Prime Memory law: the **Understanding and Misunderstanding Effect**, which is based on your brain's ability to make connections.

Again, ask yourself *"so what?"* and begin to think about the significance of this fact to your and other people's lives.

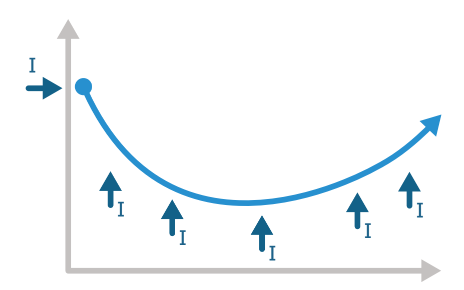
Chapter 6 **'The Understanding of Understanding and Misunderstanding'** will reveal the secrets.

Question 6.

If you were not interested in doing this test, then your score will be lower than if you had done the test with enthusiasm, thinking *"this is interesting, I'll do my best."*

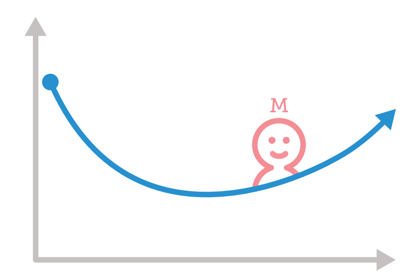
The arrows underneath the Most Important Graph in the World indicate that interest raises the entire graph, introducing your sixth Prime Memory law: the **Interest Effect**. This is also based on your brain's ability to make connections.

I shall expand on this in detail in Chapter 8 **'Confirming Leonardo: Your Infinite Networks'**



Question 7.

Towards the end of the test did you start to get an insight into the how or why I was conducting it? Often we get an 'aha' moment and an insight into the real meaning – the 'big picture' as the learning session progresses.

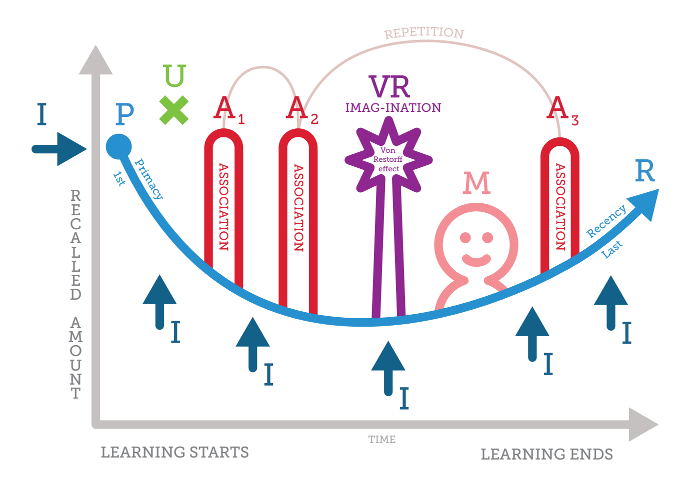


Meaning/Gestalt is the complete network of integrated images and associations around a concept. Like having the whole picture in the jigsaw puzzle, this is the whole picture of the integrated network of ideas.

The 'smiley face' on the graph represents the seventh Prime Memory law: the **Effect of Meaning** at which point we often get a real insight into the meaning behind the learning.

See Chapter 8 **'Confirming Leonardo: Your Infinite Networks'** and Chapter 9 **'Eureka! The Pieces Fall into Place'**.

The Complete MIG



You now see The Most Important Graph in the World in its full glory, and begin to understand some of its significance.

The following 21 Chapters will help you explore the full magnificence of this new internal universe and the application to all parts of your life.

Isn't this just Common Sense?

If you examine all those statements that appear to be common sense, it is often, unfortunately *uncommon* sense.

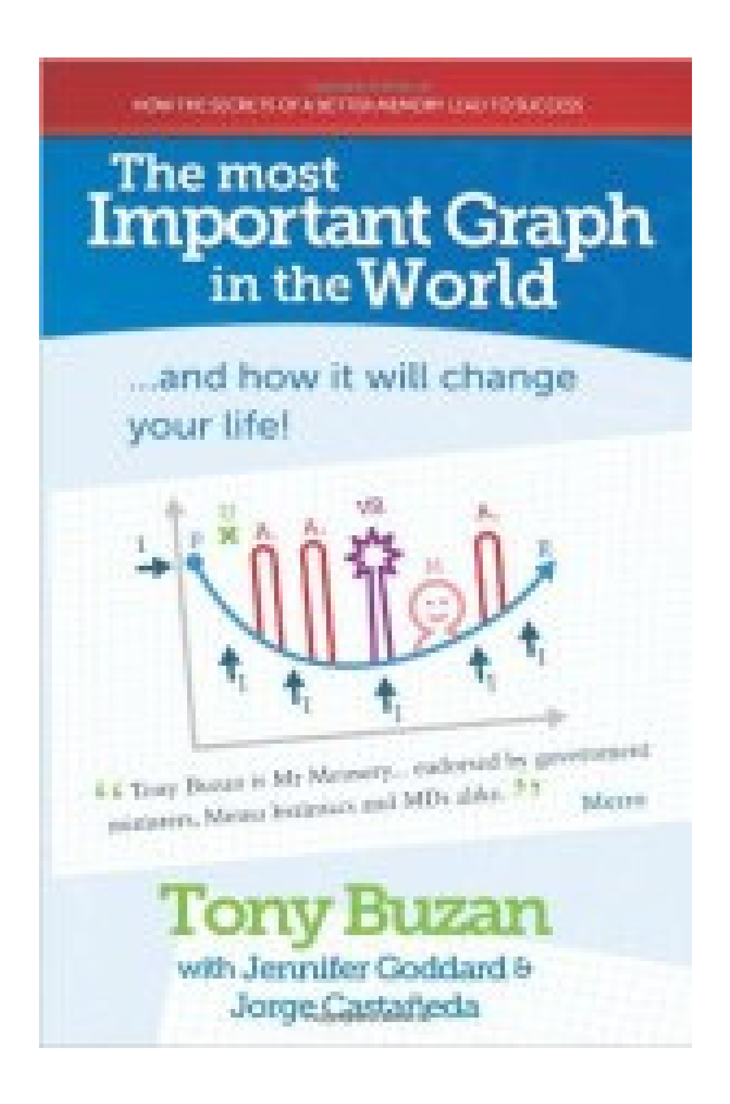
The study of the elements of the Most Important Graph in the World will show that when you understand the principles behind them it becomes common sense.

I see a future in which the Most Important Graph in the World will be part of the educational DNA of the planet, everybody knowing the principles, knowing the infinite applications and applying those principles to their own successful lives so that, in just a few years, it becomes Global Common Sense.

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